

## Loanwords in Japanese Fashion Magazines

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### Abstract

In Japanese media and publications, loanwords drawn from foreign languages and often printed in *katakana*, continue to increase in popularity and frequency. To examine loanword use in the fashion industry, corpus analysis of layout pages in four fashion magazines for women was conducted. Frequency tallies of the loanwords collected were sorted and analyzed according to a three-point model. The results showed that many loanwords in fashion magazines have specific fashion-related meanings and purposes different from those in everyday English. Evidence of newly coined words used to refer to popular trends in fashion was also found in the lexical analysis of the fashion magazines.

### I. Introduction

It has become clearly evident in recent media and pop culture that the use of English loanwords has increased in Japan. Loanwords are words that come into a language through the process of borrowing whereby one language absorbs them to its own particular use (Nida, 1975). Looking at words used in Japan, it can be found that the Japanese language contains a large number of loanwords originating from both Western and non-Western languages (Focseneanu, n.d.). Looking at modern loanwords in Japan, evidence suggests about 90% of the loanwords adopted by the Japanese are English loanwords (Kimura, 2004). In print and in Japanese publications, loanwords can often be spotted as those in *katakana*, one of the three scripts used in Japanese writing and the one typically reserved for foreign words.

In Japan, loanwords are often said to be a symbol at the forefront of popular trends, drawing young people together in solidarity. The American way of life is considered

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modern, fashionable, and desirable to the younger, trend-setting generations in developed and developing countries, and the language associated with these trends is eagerly taken up (Crystal, 2002, p. 271). American culture has also had a significant influence on the Japanese lifestyle. Also, in general, young people who like new and original things tend to create fresh and sophisticated words on their own. As a result of this, loanwords are often heavily Japanized in various ways. These adaptations to loanwords may present a further complication for comprehension even for native Japanese speakers. Therefore, it can be said that some loanwords are actually creations coined in Japanese discourse communities rather than loanwords. This paper focuses on this trend and examines how loanwords and newly coined words are used in Japanese fashion magazines for women.

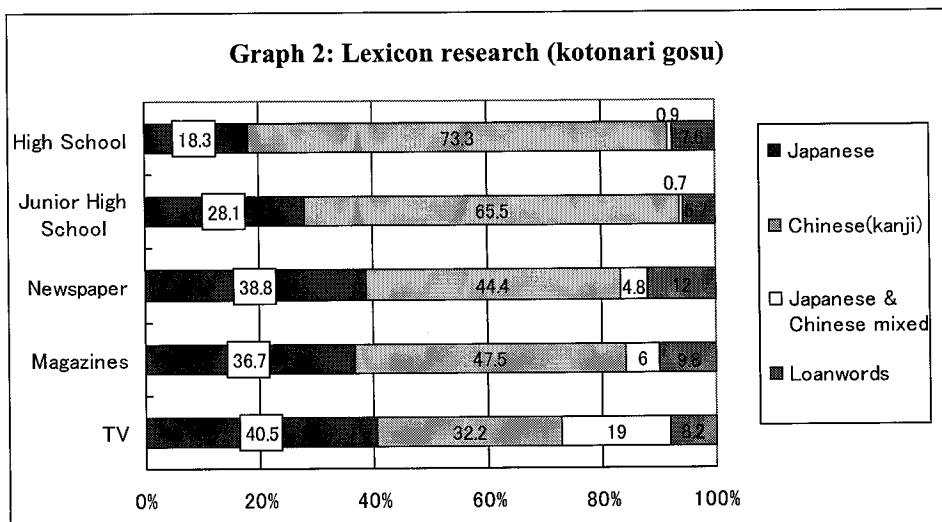
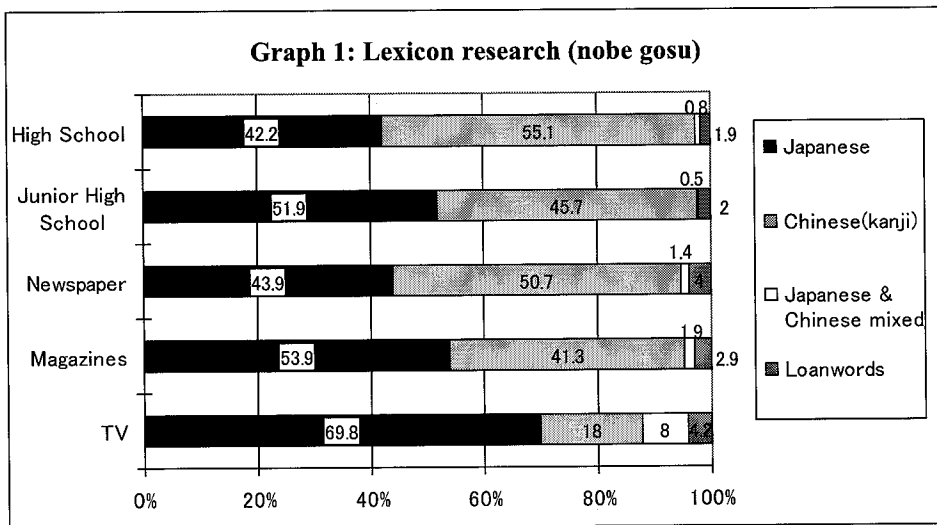
## II. Background

The basic reason for the existence of *katakana eigo* (English origin loanwords) is the introduction of foreign words and terms for which the Japanese language possesses no ready equivalent. This process started occurring gradually hundreds of years ago and began picking up steam during the ardently pro-Western Meiji Era. At that time, a lot of German medical terms were introduced into Japanese. The adoption of loanwords accelerated further following World War II, when English terms began entering the Japanese language on a massive scale. Underwood (1998) explains how this process of linguistic importation went on to occur unexpectedly and lacked any system of standardization. Therefore, the use of these words in their countries of origin or in natural native use is often very different from their use as *katakana* counterparts in Japan. In the last 20 years, Japanese people have come to prefer to use non-translated *katakana eigo* for various social and cultural reasons, even when a similar Japanese expression exists. Interestingly, the Cultural Affairs Agency found that 90% of Japanese, especially those aged 60 and older, are disturbed by the large number of foreign loanwords in print and on television. Beginning in 2000, there was a backlash against the widespread popular use of loanwords. "One municipal survey found large numbers of residents 'puzzled' by the city's use of borrowed *katakana* terms, while 33 municipalities nationwide were working to standardize their *gairaigo* usage" (Underwood, 1998, p. 134). However, loanwords in Japan continue to increase. This is perhaps connected with the idea that loanwords have a strong relationship with trends, a point which will be taken up next.

## III. Trends in Loanwords

As globalization has progressed, a number of loanwords have come into Japan from not only English but also other languages, such as French and Italian. In particular, languages spoken in Europe are thought to be fashionable. Some magazines can be

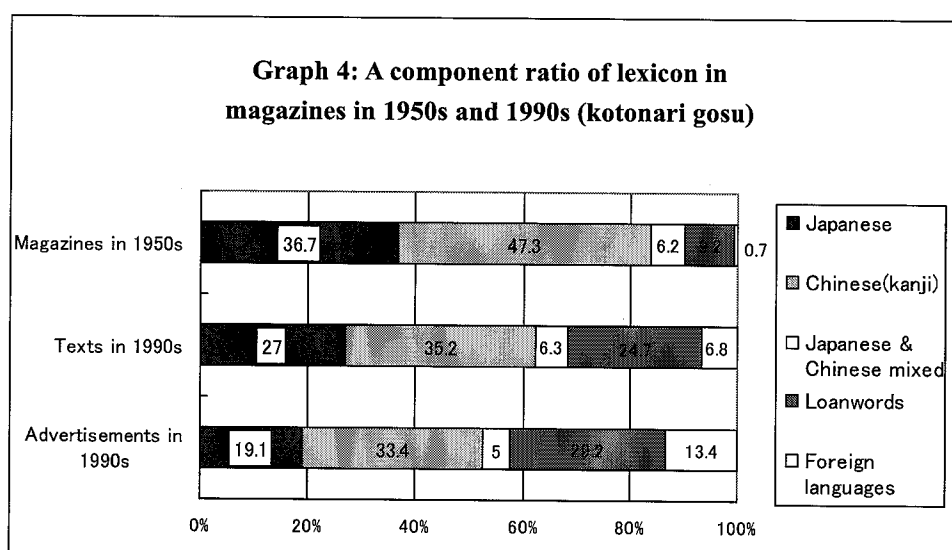
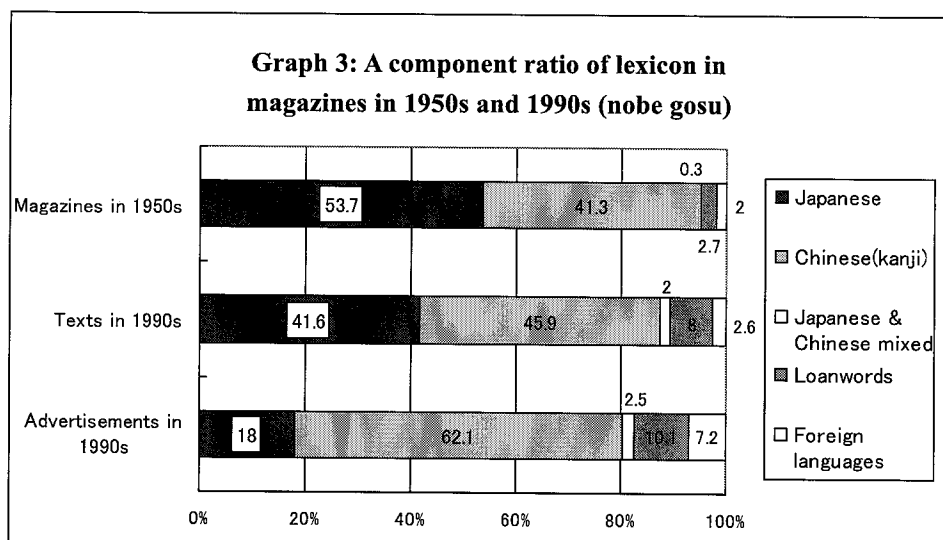
seen using Italian for the magazine's name, such as *Uomo*, *Domani*, and *Amarena*. People say that it is becoming natural for English to be seen in magazines or advertisements. Masamitsu Ito (2007), who belongs to *Kokuritsu Kokugo Kenkyujyo* (The National Institute for Japanese Language), examined loanwords and foreign languages seen in magazines. Focusing on mass media, the National Institute conducted quantitative research into the lexicon using two types of counting methods. One was the *nobe gosu* method, which counts each occurrence of a word token. The other was the *kotonari gosu* method of counting word types, where repeated words are not counted. For example, in the sentence, "This cat is older than that cat," *nobe gosu* is seven words, but since the word "cat" is repeated, *kotonari gosu* is six words. Graph 1 (*nobe gosu*) and Graph 2 (*kotonari gosu*) show results of lexicon research for print materials including High School and Junior High School texts and television in the 1980s.



Source: The National Institute for Japanese Language (Ito, 2007)

Graph 1 shows that the noble gozu percentage represented by loanwords is between 1.9% and 4.2% across these media categories. Graph 2 shows that the kotonari gozu percentage for loanwords is between 5.7% and 12.0%. These two graphs show that as a percentage of the total, the number of loanword tokens is low, but the frequency of repetitive usage of types is high.

Graph 3 and Graph 4 show the lexicon ratio including loanwords and foreign languages found in Japanese magazines in the 1950s and 1990s. In the research for the 1990s, the studies included separate data for texts and advertisements, while in the 1950s it only examined texts.



Source: The National Institute for Japanese Language (Ito, 2007)

Graph 3 shows that in *nobe gosu*, the percentage of loanwords increased from 2.7% to 8.0% when comparing magazines in the 1950s and text in the 1990s. In addition, when looking at advertisements, the percentage in 1990 sits at 10.1%. Graph 3 also shows that in *nobe gosu*, when looking at text, the percentage for foreign languages only increased from 2.0% to 2.6% in the same 40-year period. The ratio of lexicon for foreign languages (not including English) in magazine advertisements in 1990 is however 7.2%. This evidence supports the idea that foreign languages other than English have come to be used more often, likely in the attempt to make advertisements in magazines stand out more alongside the increased use of loanwords.

Graph 4 shows that in *kotonari gosu*, the percentages of loanwords rose from 9.2% in magazines overall in the 1950s to 24.7% in texts and 29.2% in advertisements in the 1990s. Graph 4 also shows that in *kotonari gosu*, the percentage of foreign languages increased by about 10 times (0.7% to 6.8%) between 1950 and 1990. Of note, the data in Graph 4 indicate that in magazine advertisements in the 1990s, loanwords (29.2%) are used more frequently than words of Japanese origin (19.1%). Graph 3 and Graph 4 highlight that loanwords in Japanese magazines have increased dramatically from 1950 to 1990 while maintaining a stable proportional relationship between *nobe gosu* and *kotonari gosu* measures at about 1:3.

As mentioned above, loanwords are very often seen as new and trendy words. Focseneanu (n.d.) suggested that loanwords can be categorized into lexical fields to identify the areas of influence in the Japanese language in fashion, cooking, art and culture, politics and journalism, literature and linguistics, and daily life. Loanwords belonging to the fields of fashion and cooking are said to make up more than 50% of the total. Also, it has been shown that the majority of the words borrowed are nouns. In fashion, it is particularly the language for women's fashion that is represented and this prompted this investigation of loanwords used in Japanese fashion magazines for women.

#### **IV. Method**

To examine the use of loanwords and to uncover any tendencies, four Japanese fashion magazines targeted to diverse types of women, such as teenagers, university students, and career women, were analyzed. The frequency of loanwords appearing in the feature layouts of each magazine was tallied and the pattern and formation of the loanwords was examined.

#### **V. Analysis**

Table 1 shows the top five most frequently used loanwords in the four Japanese

**Table 1. Frequency of loanwords used in fashion magazines**

Magazines	No.1 used	No.2 used	No.3 used	No.4 used	No.5 used
Glamorous (July 2009)	アイテム aitemu (item)	スタイル sutairu (style)	ワンピース wanpi (dress)	コーデ ko-de (coordinate)	ブランド burando (brand)
Harper's BAZAAR (May 2009)	ドレス doresu (dress)	ファッション fassyon (fashion)	スタイル sutairu (style)	アイテム aitemu (item)	トレンド torendo (trend)
Can Cam (June 2009)	ワンピース wanpi (dress)	スタイル sutairu (style)	スカート suka-to (skirt)	シャツ syatsu (shirts)	アイテム aitemu (item)
non-no (June 2009)	ワンピース wanpi (dress)	コーデ ko-de (coordinate)	スカート suka-to (skirt)	アイテム aitemu (item)	スタイル sutairu (style)

fashion magazines studied. The words are listed by magazine in *katakana*, Roman alphabet, and as English words. In Table 1, it can be seen that many of the high frequency words used in these fashion magazines are the same with *aitemu* and *sutairu* appearing in all four, and *wanpi* appearing in three, but as the most frequent loanword in both *Can Cam* and *non-no*. In addition, all of the top five words are nouns. It is also important to note that some words are used differently from their original English meanings. For example, a popular fashion loanword, アイテム (*item*) commonly refers to a commodity which must be bought and is trendy and useful in the season. However, definitions from the Oxford Advanced Learner's Dictionary (Wehmeier, 2000) for the word *item* include "one thing on a list of things," "a single article or subject," or "a single piece of news in a newspaper or on television." In fashion, the meaning of the word アイテム (*item*) differs from the original English meanings.

Looking at other examples, words such as ドレス (*dress*), ブランド (*brand*) and ファッション (*fashion*), do have Japanese language equivalents 礼装 (*reisou*), 銘柄 (*meigara*), and 服装 (*fukusou*). These Japanese words, however, are rarely used in fashion magazines. On the other hand, the word スタイル (*style*) usually means "a combination of clothes" or "a figure," but in everyday English it may also mean "a pattern." These examples suggest that the meanings and the way loanwords are used in fashion magazines may differ from the typical usage.

Kimura-Kano (2006) proposes that loanwords may be divided into four patterns:

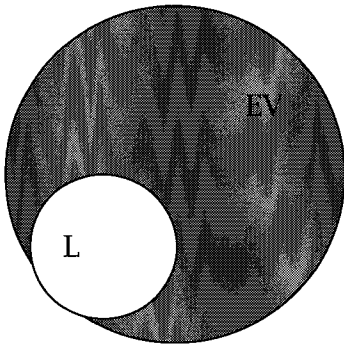
- Newer loanwords with a restricted range of use
- Newer loanwords with a wider range of use
- Newer loanwords and the equivalent Japanese lexical items coexist and

overlap

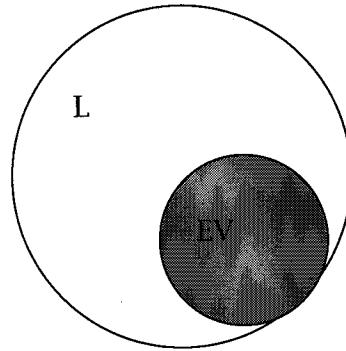
- d) Newer loanwords and the equivalent existing lexical items have exclusive use

The first pattern, in which newer loanwords have a smaller range of use than the existing lexical item, can be shown as Figure 1. The second pattern, in which new loanwords have a wider range of use than the equivalent existing lexical items, can be illustrated as Figure 2.

**L: Loanwords/ EV: Existing Vocabulary**

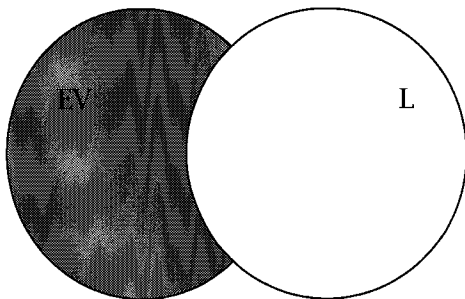


**Figure 1**

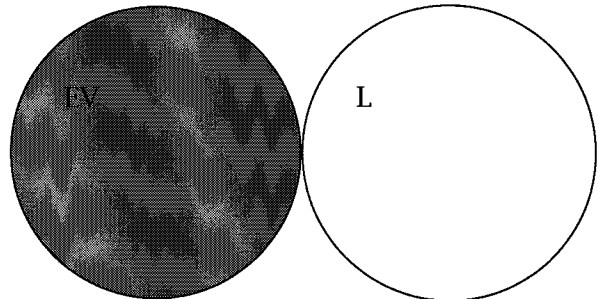


**Figure 2**

The third pattern is the one in which the synonym pair has an overlapped as well as a different range of use. Although the degree of overlap varies from one pair to another, the relationship can be illustrated as Figure 3. The final pattern is the one in which the synonym pair has an exclusive range of uses. The use of the words in the pair may not be totally exclusive, with some parts possibly overlapping, but the main domains have a different range as shown in Figure 4.



**Figure 3**



**Figure 4**

Using this model, Kimura-Kano (2006) compared and contrasted the synonym pairs of existing lexical items and newer loanwords, and showed that there are differences in

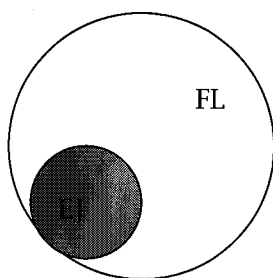
the domains in which loanwords and their co-occurring words are used.

For the purposes of this paper, a three-point analysis of the loanwords found in Japanese fashion magazines for women has been used.

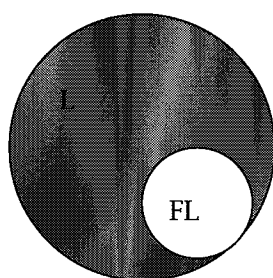
- a) Loanwords (L) vs. terms pre-existing in Japanese (EJ)
- b) Fashion-specific loanwords (FL) and the usual use of a loanword (L)
- c) Meanings

The first point is when a loanword is commonly used in *katakana* in fashion magazines although a word with the same meaning already exists in the Japanese language. The relationship between fashion loanwords and the equivalent existing Japanese terms can be demonstrated as Figure 5. The second point of analysis is when a loanword in fashion magazines has limited use as a fashion loanword but is regularly used outside the fashion industry (see Figure 6). The third point is when a loanword has unique use in fashion and a different meaning when used in other areas. This can be illustrated as Figure 7.

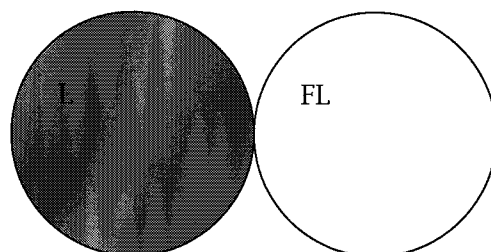
**FL: Fashion loanwords/ EJ: Pre-existing Japanese/ L: Loanwords**



**Figure 5**



**Figure 6**



**Figure 7**

Appendix 1 shows the details of the use of loanwords in the four fashion magazines examined, categorized in terms of this three-point analysis. Analysis found 13 examples of loanwords in *katakana* with pre-existing Japanese terms along with 11 examples of fashion loanwords with regular usage, and five loanwords with unique meanings in the fashion field.

Looking back at the list in Table 1, コーデ (ko-de) and ワンピ (wanpi) are in the top 5 most frequent words used in the fashion magazines analyzed. These are in fact shortened forms of loanwords and several examples of fashion loanwords that have been shortened or recreated can also be seen in the magazines studied. Table 2 lists these words in *katakana*, Roman letters and in the English original form.



**Table 2. Shortened words**

Shortened words	Roman letters	English
グラサン	gurasan	sunglasses
タンク	tanku	tanktop
ブレス	buresu	bracelet
アクセ	akuse	accessory
コーデ	ko-de	coordinate
ワンピ	wanpi	dress
コラボ	korabo	collaboration

These shortened terms are often combined with other words to form new coined words. Definitions of what a cognate is vary. In general, there is a diachronic viewpoint and synchronic viewpoint (Daulton, 2008). The diachronic viewpoint is that a cognate has a related form and meaning in two or more languages with a common ancestor, while the synchronic viewpoint focuses on words with recognizable similarities between modern languages, irrespective of etymology, or word origin. The coined words come in various patterns, and may use Japanese *kanji*, *kana*, and also English. Coined words are usually a combination of two words, but there are several words made up using parts from three words. In the fashion magazine layouts, coined words are often seen in headings, titles, the table of contents, or on cover pages. The reason for this is that such new words are thought to be reflecting or promoting the latest styles or fashion trends. These newly created words in fashion publications are intended to attract the interest of consumers and readers and therefore become part of fashion vocabulary.

Uchida (2001) showed six types of cognates that describe the semantic overlap between English and Japanese.

- a) *True cognates*: English/Japanese cognate pairs that share exactly the same definitional/denotational meaning (see Figure 8).
- b) *Convergent cognates*: When more than one Japanese word converges as a single English word. Convergence is also known as restriction or merger. Illustrated in Figure 9.
- c) *Divergent cognates*: The opposite of convergence, where one word in Japanese is represented by several words in English, as shown in Figure 10.
- d) *Close false friends*: This second type of false cognate is also called *partially false friends*. They have meanings clearly different but close to one another, neither including fully the meaning of the other. This can be illustrated as Figure 11.

- e) *Distant false friends*: These are sometimes referred to as *completely false friends*, as they have meanings that are distant or are totally unconnected (see Figure 12).
- f) *Japanized English*: These are a creation completely in Japanese, so they have no counterpart in English, as shown in Figure 13.

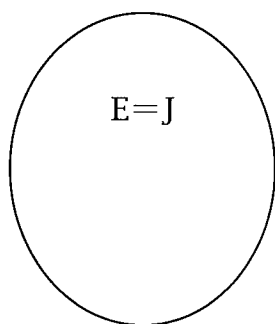


Figure 8

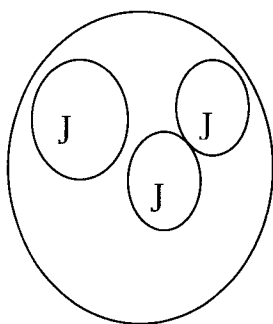


Figure 9

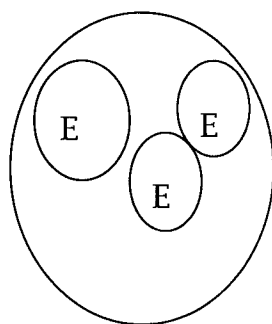


Figure 10

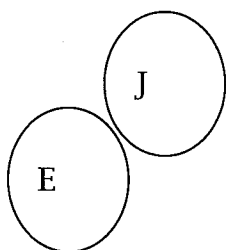


Figure 11

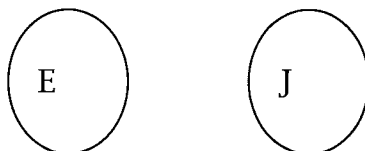


Figure 12

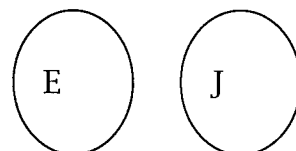


Figure 13

Appendix 2 shows the coined words uncovered in the fashion magazines studied: in Roman alphabet, converted into English, and with their meanings in the fashion industry. For example “脱サバ” (*datsu saba*), is a coined word combined from the words *datsu* (get out) and *saba* (conservative), which are relevant in fashion history. In Japan, new traditional fashions, such as Kobe *ojyosama* (lady) style, were booming around 1975. Following this, in the mid-1980s, during the years of the *jyosidaisei* boom (university women’s fashion boom), a lot of women were longing to appear in luxurious women’s fashion, a style which featured long, black hair and thick eyebrows, suit jackets with a blouse, high-end brand name scarves, and tight skirts. This style was called “コンサバ” (*konsaba*) which is drawn from conservative. When the collapse of the bubble economy occurred, this word コンサバ was thought to have disappeared. However, still, a lot of women liked the *ojyosama* style. Later, the fashion mode and style characterized by femininity and high-quality came to be called コンサバ. The image of this style has changed, however, to include dyed brown hair and jeans with

designer brand bags. Around 1980, dyed brown hair was for juvenile delinquents, jeans were work clothes, and brand bags were status symbols of only the upper class. It is important to note that even though コンサバ was the word used to express *ojyosama* style in the past, as time has passed, it has come to express a very different fashion trend. Daulton (2008) also suggested that knowledge of the past will help us to understand coined words. Even though the word 脱サバ (*datsusaba*) has been newly created and was initially unknown, people who have heard or read the word コンサバ may be able to assume 脱サバ is related to it. This is called “lexical transfer” (Daulton, 2008, p. 45) in which the previous lexicon directly affects the new vocabulary acquisition.

As the lexicons of languages are constantly changing, word frequencies are always in flux, and in some cases, words may even disappear from usage entirely (Daulton, 2008). Ikegami (1983) found that 29% of the 3990 basic English words in a list prepared by the Japan Association of College English Teachers (JACET) have been borrowed from English into Japanese. Also, Daulton (1998) reported that 38% of the word families in West’s General Service List similarly corresponded to Japanese. Moreover, it is said that nearly half of the 3000 most frequent word families in English correspond with common Japanese loanwords.

The possible meaning of coined words is related to how many meanings the borrowed word has and the frequency of the particular meaning as a loanword. In general, it is believed that a loanword’s meaning is often the most common one in English because the primary meaning of a word is usually more transferable to another language (Kellerman, 1982). However, with the continuing growth of English-based loanwords, it is increasingly difficult to understand and follow the usage of low-frequency words, especially newly created words such as the words coined for fashion. A key feature of Japanese loanword cognates is their length (Daulton, 2008). As shown in Table 2 and Appendix 2, a number of shortened words and coined words can be found in Japanese, especially in fashion magazines. Fashion trends are in a constant state of rapid change, which impacts on fashion terms. Under these conditions, lengthening, shortening, and combining will often occur to create new words because loanwords borrowed from foreign languages can be perceived to be easier to adapt into new, trendy terms.

## VI. Summary

In order to understand the growth of loanwords used recently in media and pop culture in Japan, data from the lexicon research of the National Institute for Japanese Language was analyzed. Data comparing *nobe gosu* (tokens) and *kotonari gosu* (types) showed that as a percentage, the frequency of loanword usage is high (2 to 3 times) relative to the percentage that loanwords represent in the Japanese lexicon. Data also

showed that the use of loanwords in media, and particularly in magazines and advertisements, has increased dramatically since the 1950s. Information from the literature indicated that loanwords are used more frequently in the fields of fashion and cooking, with more than 50% of the total belonging to these two fields. It was also identified that many loanwords are nouns. To examine loanword use in Japanese fashion magazines, a corpus analysis of four fashion magazines for women was conducted. Frequency tallies indicated that many of the loanwords used in Japanese fashion magazines are nouns. The list of loanwords collected was sorted and analyzed according to a three-point model. These results showed that many loanwords in fashion magazines have specific fashion-related meanings and purposes different from those in everyday English. Finally, the analysis of loanword lexis in fashion magazines for women identified that a lot of coined words, combined from not only English loanwords but also Japanese *kanji* and *kana*, have been created to refer to the trends in fashion.

Limitations in the present research include the small number of Japanese fashion magazines sampled and the limited access to research and corresponding studies in the literature investigating loanword use in the fashion industry. Since the popular lexis used in Japanese fashion magazines will undoubtedly continue to change in the future, future research opportunities would expand the analysis to provide broader coverage of fashion loanwords and monitor changes in frequency and popularity. These limitations notwithstanding, this paper provides an important summary of the history of loanwords through to the development of models of loanwords use. As such, it can be of interest and practical use in marketing and advertising and for language choices in publications promoting fashion and future trends.

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## Appendix 1. Loanwords in fashion magazines

Loanwords	Roman letters	English		Analysis
ファッション	fassyon	fashion	服装 (fukusou)	L vs. existing JPN
ブランド	burando	brand	銘柄 (meigara)	L vs. existing JPN
バランス	baransu	balance	つりあい (tsuriai)	L vs. existing JPN
カジュアル	kajyuaru	casual	日常的 (nichijyouteki)	L vs. existing JPN
シルエット	siruetto	silhouette	(型・輪郭線) kata/rinkakusen	L vs. existing JPN
シンプル	sinpuru	simple	単純 (tanjyun)	L vs. existing JPN
デニム	denimu	denim	綾織りの綿布 (ayaori no menpu)	L vs. existing JPN
インパクト	inpakuto	impact	衝撃 (syougeki)	L vs. existing JPN
ミニ	mini	mini	小型の (kogatano)	L vs. existing JPN
ロング	rongu	long	長い (nagai)	L vs. existing JPN
ドレス	doresu	dress	礼装 (reisou)	L vs. existing JPN
キー	ki-	key	鍵 (kagi)	L vs. existing JPN
アクセント	akusento	accent	強調点 (kyoutyouten)	L vs. existing JPN
アイテム	aitemu	item	a commodity single article or object	FL and UL
コーディネート	ko-dine-to	coordinate	combination of clothes/to make whole things ok	FL and UL
ハード	ha-do	hard	very/difficult	FL and UL
スタイル	sutairu	style	a combination of clothes/a pattern	FL and UL
パンツ	pantsu	pants	trousers/undershorts	FL and UL
コレクション	korekusyon	collection	a range of new clothes/a group of objects	FL and UL
ジャケット	jyaketto	jacket	a cloth/a cover	FL and UL
チェック	tyekku	check	cross stripes/a check, to confirm	FL and UL
レース	re-su	lace/race	a delicate fabric/a competition	FL and UL
ベスト	besuto	vest/best	an item of clothing/the most excellent	FL and UL
ボーダー	bo-da-	border	a strip/the limitation	FL and UL
プリント	purinto	print	design on clothes/resume	Meanings
ブレイク	bureiku	break	to be popular/a rest	Meanings
タイプ	taipu	type	category/type	Meanings
ライン	rain	line	figure/line	Meanings
スパイス	supaisu	spice	trend item/ spice	Meanings

## Appendix 2. Coined words in fashion magazines

Coined words	Roman letters	English	Meanings in the magazines
プレカジ	pure kaji	pre-casual	pre-casual
ショーパン	syo-pan	short pants	shorts
カジュアルコーデ	kajyuaru ko-de	casual coordinate	casual style or ensemble
グレーコーデ	gure-ko-de	grey coordinate	grey ensemble
ミニワンピ	mini wanpi	mini-dress	mini-one-piece dress
ベアワンピ	bea wanpi	bare one-piece	revealing one-piece dress
コンシャスワンピ	konsyasu wanpi	conscious one-piece	waist gathered one-piece dress
ゆるカットソー	yuru kattoso-	<i>yuru</i> -cut and sewn	loose cut and sewn
ゆるカジ	yuru kaji	<i>yuru</i> -casual	loose casual style
ゆるアップ	yuru appu	<i>yuru</i> up	hair up loosely
ゆるシルエット	yuru siruetto	<i>yuru</i> silhouette	loose silhouette
ゆるパン	yuru pan	<i>yuru</i> pants	loose pants
マキシワンピ	makisi wanpi	maxi one-piece	maxi one-piece dress
ロングカーデ	rongu ka-de	long cardigan	long cardigan
ゆるサイドどめ	yurusaidodome	<i>yuru</i> side <i>dome</i>	hair loosely up on the side
ざっくりハーフUP	zakkuri ha-fu appu	<i>zakkuri</i> half up	hair loosely tied back
セレカジ	sere kaji	celebrity casual	celebrity casual
セレブヘア	serebu hea	celebrity hair	celebrity hairstyle
くしゃアップ	kusya appu	<i>kusya</i> up	tousled hair that is up
レースタンク	re-su tanku	lace tanktop	tanktop made of lace
ヘアアクセ	hea akuse	hair accessory	hair accessory
カジュアルアクセ	kajyuaru akuse	casual accessory	casual accessory
甘ヘア	ama hea	<i>ama</i> hair	sweet hair
セレブカップル	serebu kappuru	celebrity couple	high-class couple
ハーフショーパン	ha-syo-pan	half short pants	pants at about the upper knee
シンプルスタイル	sinpuru sutairu	simple style	simple style
セレブマザー	serebu maza-	celebrity mother	high-class mother
ビッグウェーブ	biggu ue-bu	big wave	popular
マリンアイテム	marin aitemu	marine item	cruisewear
マリンテイスト	marin teisuto	marine taste	nautical
ボーダートップ	bo-da-toppu	border top	horizontal striped tops
限定コラボ	gentei korabo	<i>gentei</i> collaboration	limited collaboration
ヒットアイテム	hitto aitemu	hit item	popular item
モテコーデ	mote ko-de	<i>mote</i> coordinate	attractive style
一押しコーデ	ichioshi ko-de	<i>ichioshi</i> coordinate	the most recommended style

オススめワンピ	osusume wanpi	<i>osusume</i> one-piece	recommended one-piece dress
カワスタイル	kawa sutairu	<i>kawa</i> style	cute style
ドレスシャツ	doresu syatsu	dress shirt	dress shirt
ドレスアクセ	doresu akuse	dress accessory	dress accessory
ドレスアイコン	doresu aikon	dress icon	dress icon
タテ長シルエット	tatenaga siruetto	taller silhouette	style which accentuates a person's height
脱サバ	datsu saba	<i>datsu</i> conservative	no more conservative fashion
ガーリーフェロモン	ga-ri- feromon	girly pheromone	girly and sexy
甘フェロモン	ama feromon	sweet pheromone	sweet and sexy
ヌーディーワンピ	nu-di-wanpi	nudy one-piece	sexy one-piece dress
ちびカーデ	chibi ka-de	small cardigan	small cardigan
ペラジャケット	pera jyaketto	<i>pera</i> jacket	thin jacket